

Brand Asia Forum: 'Glocal' Brand Strategies & CEOs and Brands **品牌亞洲論壇: 地方睿智 締造國際品牌及 跳出框框的 CEOs**

Brand Asia Forum 2013 is a concurrent event of Business of Design Week (BODW) organised by HKDC. World-class brand management experts and CEOs will share cutting-edge knowledge in brand management and innovation. Each year, the forum is well attended by design professionals, business leaders, researchers, manufacturers, academics and interested individuals.

In order to strengthen the brand management and brand-building capability in Asia, the forum is divided into two sections, "**Glocal Brand Strategies**" and "**CEOs and Brands**", participants will acquire diverse methods of building, growing and sustaining a brand over time – especially in response to demographic, geographic and macroeconomic changes.

由香港設計中心主辦的品牌亞洲論壇 2013 是設計營商周(BODW)的同期活動。國際級品牌管理精英及專家將與參加者分享品牌管理戰略經驗及創新發展趨勢。論壇每年均吸引設計師、商界領袖、研究專才、製造商、學者及有興趣人士出席。

為了加強亞洲國家在創建及管理品牌的能力，論壇將分為兩部份 – 「**地方睿智 締造國際品牌**」及「**跳出框框的 CEOs**」，為參加者提供學習平台，探討國際品牌如何因應地域、人口結構及營商環境的變遷，孕育及管理品牌，以制訂長遠可持續發展的品牌管理。

Date 日期：	Wednesday, 4 December 2013	2013 年 12 月 4 日(星期三)
Time 時間：	2:30 p.m. – 6:40 p.m.	下午 2 時 30 分至下午 6 時 40 分
Venue 地點：	Theatre 1, Hong Kong Convention & Exhibition Centre	香港會議展覽中心演講廳 1
International Speakers: 國際級演講嘉賓：	Yongil An 安鏞日 , Samsung Electronics Corporate Design Center, South Korea 南韓 Hubert Verstraeten , TAMAWA s.p.r.l., Belgium 比利時 Linda Ho 何婉霞 , Lee Kum Kee International Holdings Ltd., Hong Kong 香港 Jan Kriekels , Jaga NV, Belgium 比利時 Jean-Pierre Lutgen , ICE SA, Belgium 比利時 Tim Parker , Samsonite International S.A., Belgium 比利時	
Language 語言：	Simultaneous interpretation into English, Putonghua and Cantonese will be provided 提供英語、普通話及廣東話即時傳譯	
Fee 費用：	HK\$ 700	
Online Registration 網上報名及詳情：	www.bodw.com	
Enquiry 報名查詢：	Tel 電話: 3151 8900 / Email 電郵: bodw2013@swiretravel.com	



Time 時間	Brand Asia Forum, Wednesday, 4 December 2013
14:00 - 14:30	Registration and Networking 登記及交流環節
14:30 - 14:35	Welcoming Remarks 開幕致辭
14:35 - 14:40	Moderator 主持: Mr. Gianluca Cinquepalmi, Managing Director, 1 618 Group
14:40 - 16:20	1st session: 'Glocal' Brand Strategies 地方睿智 締造國際品牌
	Speaker 講者: Mr. Yongil An 安鏞日, Vice President, Samsung Electronics Corporate Design Center, South Korea (南韓)
	Speaker 講者: Mr. Jean-Pierre Lutgen, CEO, ICE SA, Belgium (比利時)
	Speaker 講者: Ms. Linda Ho 何婉霞, Executive Vice President – Global Marketing, Lee Kum Kee International Holdings Ltd., Hong Kong (香港)
16:20 - 16:35	Networking Break 交流小休
16:40 - 18:40	2nd session: CEOs & Brands 跳出框框的 CEOs
	Speaker 講者: Mr. Jan Kriekels, CEO, Jaga NV, Belgium (比利時)
	Speaker 講者: Mr. Hubert Verstraeten, Founder and CEO, TAMAWA s.p.r.l., Belgium (比利時)
	Speaker 講者: Mr. Tim Parker, Chairman & CEO, Samsonite International S.A., Belgium (比利時)
	Panel Discussion 小組討論 (CEOs & Brands)

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The programme is subject to change without prior notice 節目如有任何更改，恕不另行通知。

